

CLAIMS

We claim:

1 1. A method in a computing system for displaying information about
2 new products to an identified user, comprising:

3 defining a range of dates within which the availability dates of new
4 products fall;

5 subsetting an inventory of products to those products having an
6 availability date falling within the defined date range;

7 from among the subsetting inventory, select products for display based
8 upon predicted level of interest to the user; and

9 adding information about the selected products to a display.

1 2. The method of claim 1 wherein the selecting is performed for
2 products in each of a plurality of product categories.

1 3. The method of claim 2, further comprising selecting the plurality
2 of product categories from a multiplicity of product categories based upon indications
3 of interest by the user in the selected product categories.

1 4. The method of claim 2 wherein the adding causes information
2 about each selected product to be added in a section identifying the product category
3 of the product.

1 5. The method of claim 4, further comprising ordering the product
2 category sections in the display in accordance with information indicating the user's
3 level of interest in each of the product categories.

1 6. The method of claim 1 wherein products are selected for display
2 based upon specific interests of the user.

1 7. The method of claim 1 wherein products are selected for display
2 based upon sales rankings of the products.

1 8. The method of claim 1 wherein at least a portion of the products
2 among the inventory have availability dates based upon dates on which the products
3 were released.

1 9. The method of claim 1 wherein at least a portion of the products
2 among the inventory have availability dates based upon dates on which the products
3 were published.

1 10. The method of claim 1 wherein at least a portion of the products
2 among the inventory have availability dates based upon dates on which the products
3 arrived.

1 11. The method of claim 1, further comprising defining the range to
2 begin on a date that is a predetermined length of time before a current date.

1 12. The method of claim 1, further comprising defining the range to
2 begin on a date that is 6 weeks before a current date.

1 13. The method of claim 1, further comprising defining the range to
2 begin on a date selected based on a date on which product information was last
3 displayed to the user.

1 14. The method of claim 1, further comprising defining the range to
2 begin on a date on which product information was last displayed to the user.

1 15. The method of claim 1, further comprising defining the range to
2 end on a date that is a predetermined length of time after a current date.

1 16. The method of claim 1, further comprising defining the range to
2 end on a date that is 3 weeks after a current date.

1 17. The method of claim 1 wherein the method is performed in
2 response to a display request originating with the user.

1 18. The method of claim 1 wherein the adding is performed in
2 response to a display request originating with the user.

1 19. The method of claim 1 wherein the adding is performed in
2 response to a HTTP request originating with the user.

1 20. The method of claim 1 wherein the subsetting, selecting, and
2 adding are also performed with respect to articles among an inventory of articles, such
3 that information about new articles is displayed to the user.

1 21. The method of claim 20 wherein the subsetting of articles is
2 performed based upon information indicating whether the user has purchased products
3 associated with each article.

1 22. The method of claim 1 wherein the subsetting, selecting, and
2 adding are also performed with respect to product recommendations among a supply of

3 product recommendations, such that information about new product recommendations
4 is displayed to the user.

1 23. The method of claim 1 wherein the subsetting, selecting, and
2 adding are also performed with respect to announcements among a supply of
3 announcements, such that information about new announcements is displayed to the
4 user.

1 24. A computer-readable medium whose contents cause a computing
2 system to display information about new products to an identified user by:

3 defining a range of dates within which the availability dates of new
4 products fall;

5 subsetting an inventory of products to those products having an
6 availability date falling within the defined date range;

7 from among the subsetted inventory, select products for display based
8 upon information relating to the user; and

9 adding information about the selected products to a display.

1 25. A method in a computing system for presenting information about
2 new content on a web site, comprising:

3 defining a range of dates within which the availability dates of new
4 instances of content fall;

5 subsetting an inventory of products to those products having an
6 availability date falling within the defined date range;

7 from among the subsetted inventory, select products for display based
8 upon information relating to the user; and

9 adding information about the selected products to a display.

1 26. The method of claim 25 wherein at least a portion of the instances
2 of content among the inventory have availability dates based upon dates on which the
3 content instance was completed.

1 27. The method of claim 25 wherein at least a portion of the instances
2 of content among the inventory have availability dates based upon dates on which the
3 content instance was received.

1 28. The method of claim 25 wherein at least a portion of the instances
2 of content among the inventory have availability dates based upon dates on which the
3 content instance was released.

1 29. The method of claim 25 wherein at least a portion of the instances
2 of content among the inventory have availability dates based upon dates upon which
3 associated events occur.

1 30. A method in a computing system for presenting information about
2 new items, comprising:

3 receiving a request for information submitted on behalf of an identified
4 user;

5 accessing a set of items having effective times;

6 performing a first filtering to eliminate items of the set whose effective
7 times indicate that the items are not new;

8 performing a second filtering to eliminate items of the set in which the
9 user likely has a low level of interest; and

10 subsequent to both the first and second filterings, presenting to the user
11 information about each of at least a portion of the filtered items.

1 31. The method of claim 30 wherein the first filtering involves
 2 comparing the effective time of each item to a last visit time.

1 32. The method of claim 30 wherein the first filtering involves
 2 comparing the effective time of each item to an offset from the current time.

1 33. The method of claim 30 wherein the second filtering is performed
 2 using a recommendation engine.

1 34. The method of claim 33 wherein the second filtering is performed
 2 using a list of products, genres, authors, or other items generated by the
 3 recommendation engine using previous purchases, ratings, pages viewed, or other
 4 actions of a customer in comparison with other similar customers.

1 35. The method of claim 30 wherein the second filtering is performed
 2 using information associated with the user that reflects the user's interests.

1 36. The method of claim 30 wherein the second filtering is performed
 2 using information reflecting the interest of a user population including the user in items
 3 of the set.

1 37. The method of claim 30 wherein the second filtering is performed
 2 using information reflecting the interest of all users in items of the set.

1 38. The method of claim 30 wherein the second filtering is performed
 2 using information reflecting overall consumption of items of the set.

1 39. The method of claim 30 wherein the second filtering is performed
 2 based upon input from a human editor.

1 40. The method of claim 30 wherein the first filtering is performed
2 prior to the second filtering.

1 41. The method of claim 30 wherein the second filtering is performed
2 prior to the first filtering.

1 42. The method of claim 30 wherein the first filtering is performed
2 prior to receiving the request.

1 43. The method of claim 30 wherein the first filtering is performed in
2 response to receiving the request.

1 44. The method of claim 30 wherein the second filtering is performed
2 prior to receiving the request.

1 45. The method of claim 30 wherein the second filtering is performed
2 in response to receiving the request.

1 46. The method of claim 30 wherein the presenting includes
2 displaying information about each of at least a portion of the filtered items.

1 47. The method of claim 30 wherein the presenting includes serving a
2 web page containing information about each of at least a portion of the filtered items.

1 48. The method of claim 30 wherein the presenting includes
2 transmitting a message containing information about each of at least a portion of the
3 subsetted items.

1 54. The memories of claim 52 wherein the data structure is
2 dynamically generated in response to a request submitted on behalf of the target user.

1 55. One or more generated data signals collectively conveying a
2 display document data structure, the data structure usable to present a display
3 document, comprising information indicating, for each of a plurality of categories:

4 a category name; and

5 a list of items of interest to a target user whose effective dates qualify the
6 items as new items.

1 56. The memories of claim 55 wherein the data structure represents
2 an HTML document.

1 57. The memories of claim 55 wherein the data structure represents
2 an electronic mail message.

1 58. The memories of claim 55 wherein the data structure represents
2 an instant message.

1 59. The memories of claim 55 wherein the data structure represents a
2 pager message.